



## MEMORANDUM

To: Brenda Wisneski & Fern Nueno  
From: Nelson\Nygaard  
Date: August 23, 2013  
Subject: Newport Beach Corona del Mar – Parking Existing Conditions Summary

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### OVERVIEW

This memorandum presents a summary of parking demand and behavior in the Corona del Mar neighborhood. It includes an overview of the survey area, data collection and survey methodology, data results, and a summary of key findings. This data will serve as a framework for developing a set of parking management recommendations designed to improve convenience and accessibility for visitors, customers, businesses, and residents in Corona del Mar.

### DATA SOURCE

In 2008, Walker Parking Consultants conducted parking inventory, occupancy, and turnover studies for the Corona del Mar Parking Policy Plan. While this data is several years old, the characteristics of the study area have not changed to the point where parking demand and behavior would be significantly different. Nelson\Nygaard will utilize the Walker parking data as the basis for this study.

### STUDY AREA

As shown in Figure 1, the study area follows the alignment of Highway 1 between Zahma Drive and Hazel Drive, including one to two blocks to the east and west, as well as the Corona del Mar Plaza. Highway 1 is lined by a variety of commercial uses such as restaurants, banks, and retail. The area to the east and west of Highway 1 is almost entirely residential. Corona del Mar Plaza is a retail shopping center at the northern end of the study and also contains the Newport Beach Public Library.

While the analysis in this study will cover the entire study area, it is also useful to focus on smaller zones as a means to more easily compare parking behavior in different parts of the corridor. The study area has been divided into four zones (Figure 2), based mostly on land use characteristics along Highway 1. Each of these zones may attract people at different times of day, making it important to understand how the parking supply is used throughout the day. The most northwestern square block of the study area and Corona del Mar Plaza have been excluded from these zones due to a lack of parking data and varied land characteristics, respectively.

The Carnation zone at the northern end of the study area contains a concentration of restaurants and cafes. Adjacent to the Carnation zone is the Goldenrod zone, which has small retailers. The Jasmine zone has larger commercial uses such as Albertsons and Ace Hardware. At the southern end of the study area, the Orchid zone has a concentration of banks, the post office, and realtors.

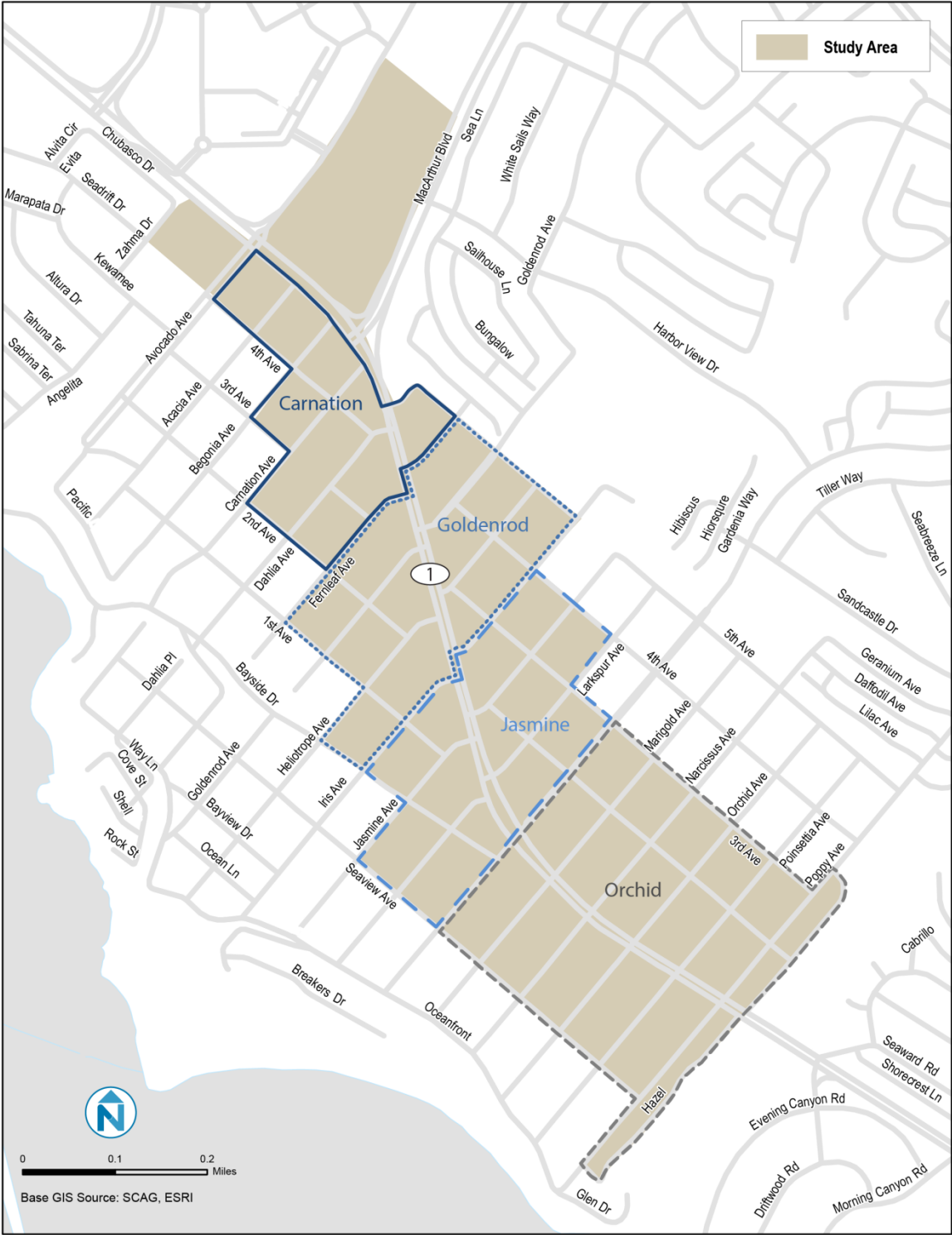
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Figure 1 Study Area



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Figure 2 Study Zone Boundaries



## **PARKING INVENTORY AND REGULATIONS**

Parking inventory was determined through field observations by Walker Parking Consultants. Walker Parking did not provide data on the regulation of parking spaces. This data was collected based on field observations by Nelson\Nygaard and Google Streetview images. On-street and off-street inventory data was collected for all blocks within the study area except for the block bounded by Avocado Avenue, Highway 1, and Zahma Drive at the northern end of the study area. Additionally, parking inventory for the Corona del Mar Plaza is considered separate from the off-street parking data collected in the rest of the study area. A matrix of on- and off-street inventory by type is shown in Figure 3.

### **On-street Parking**

On-street parking makes up 49% of the total parking supply in the study area. While there are no on-street metered parking spaces in the study area, all parking spaces on Highway 1 within the study area have a one-hour time limit from 7 a.m. to 6 p.m. every day. Based on the 2008 Walker Study counts, there are 201 parking spaces on Highway 1 within the study area, all of which are regulated with a one-hour time limit. On streets which intersect with Highway 1 to the east and west, about half of the blocks have regulated parking spaces within the portion of the block nearest to Highway 1.

Based on Google Streetview images, it was estimated that 26 block faces perpendicular to Highway 1 have a portion of the block that is regulated between 8 a.m. and 6 p.m. with a one-hour time limit. On average, it was assumed that there are about three parking spots in each of these segments are regulated, totaling 78 one-hour time limit spaces in addition to those on Highway 1. Fourteen percent of all on-street spaces are regulated with a one-hour time limit.

### **Off-street Parking**

Off-street parking is 34% of the total supply in the study area. There are three off-street parking lots open to the public within the study area. The Old School Park lot is at the intersection of 4<sup>th</sup> and Dahlia Avenues and has 32 parking spots. Two public lots are located off of both sides of Larkspur Avenue at Bayside Drive. Bayside Drive Lot 1 is on the south side of Larkspur Avenue and has 34 parking spots, while Bayside Drive Lot 2 on the north side of Larkspur has 19 parking spots. The fee for parking in any of these lots is \$1.50 per hour up to \$15.00 per day (10-hour maximum). Paid parking spaces in these public lots make up 6% of the off-street supply in the study area.

In addition to the 1,432 off-street spaces there are 711 parking spots in the Corona del Mar Plaza at the north eastern corner of the study area, 17% of the total parking supply. These parking spots are intended for patrons of the businesses in the Corona del Mar Plaza, visitors to the Newport Beach Public Library, and employees.

Figure 3      Parking Inventory by Space Type

Location	Standard	Paid	1 Hour Limit	Total	% of Parking
On-Street	1,754	0	279	2,033	49%
	86%	0%	14%	100%	
Off-Street	1,347	85	0	1,432	34%
	94%	6%	0%	100%	
Corona del Mar Plaza	711	0	0	711	17%
	100%	0%	0%	100%	
Total	3,812	85	279	4,176	100%
	91%	2%	7%	100%	

## Inventory by Study Zone

The on- and off-street parking inventory by zone is shown in Figure 4. The Carnation zone has the most even distribution between on- and off-street parking. With 64% on-street parking, the Orchid zone has the most uneven distribution. The Carnation zone and the Jasmine zone make up 20% each of the total parking supply within the four zones while the Goldenrod zone makes up 24% of the parking supply. The Orchid zone is larger than the other zones, containing 35% of the parking supply.

Figure 4      Parking Inventory by Zone (not including Plaza)

Zone	On-Street	Off-Street	Total	% of Parking
Carnation	334	372	706	20%
	47%	53%	100%	
Goldenrod	485	349	834	24%
	58%	42%	100%	
Jasmine	441	267	708	20%
	62%	38%	100%	
Orchid	773	444	1,217	35%
	64%	36%	100%	
Total	2,033	1,432	3,465	100%
	59%	41%	100%	

## Newport Beach Parking Permit Programs

The City of Newport Beach currently provides three parking permit programs: the Annual Parking Permit Program, the Master Parking Permit Program, and an Overnight Parking Permit Program.

An Annual Parking Permit allows a vehicle to occupy any “blue post” metered space free of charge. Blue parking meters exist in the Balboa Pier Main Lot, as well as the A Street and B Street

Peninsula Park Lots (none are located within the study area). Permits are issued on a calendar year basis, with prorated rates. Pricing for the Annual Parking Permits are as follows:

- Purchased January 1 – September 30: \$150
- Purchased October 1 – December 31: \$37.50

Master Parking Permits allow vehicles to occupy *any* metered parking space within the City of Newport Beach (both off-street and on-street spaces) free of charge. Permits are issued on a calendar year basis, with prorated rates. Pricing for the Master Parking Permits are as follows:

- Purchased January 1 – September 30: \$450
- Purchased October 1 – December 31: \$112.50

The Overnight Parking Permit allows a motor vehicle of 20 feet or less in length to occupy a single parking space in the Balboa Municipal Parking Lot (not within the study area), day and/or overnight, without paying a parking fee. Overnight parking is defined as between 3-6 AM and vehicles may remain up to seven consecutive days. Permits are issued on a calendar year basis, with prorated rates. Pricing for the Overnight Permit are as follows:

- Purchased January 1 – September 30: \$225
- Purchased October 1 – December 31: \$56.25

## **PARKING OCCUPANCY**

Walker Parking conducted occupancy and turnover counts of on- and off-street spaces in the study area. The count days and times included:

- Thursday, May 15<sup>th</sup>, 2008 at 10 a.m., 1 p.m., and 7 p.m.
- Saturday, May 17<sup>th</sup>, 2008 at 10 a.m., 1 p.m., and 7 p.m.

Data was collected at three times during the day to observe parking behavior and demand throughout the day. Occupancy rates were collected for all on-street spaces in the study area and all public and private off-street facilities containing five or more spaces.

## **Overall Study Area**

Figure 5 shows the occupancy rate for the study area as a whole (excluding the block north of Avocado and the Corona del Mar Plaza<sup>1</sup>) at each observation time on Thursday and Saturday. Occupancy rates are very similar on both days, with utilization fluctuating between 58% and 55% on Thursday and between 62% and 54% on Saturday. Peak occupancy for the entire study area was at 10 a.m. on both days, and then decreased throughout the day.

Figure 6 and Figure 7 show the occupancy rate by facility type (on-street and off-street, excluding the block north of Avocado and the Corona del Mar Plaza) on Thursday and Saturday, respectively. On both days, on-street occupancy is higher than off-street occupancy throughout the day. On Thursday, on-street occupancy increases from 61% at 10 a.m. to a peak of 65% at 7 p.m. Off-street occupancy on Thursday decreases from a peak of 54% at 10 a.m. to 41% at 7 p.m.

On Saturday, on-street utilization decreases slightly throughout the day from a peak of 68% at 10 a.m. to 65% at 7 p.m. Off-street occupancy remains constant at a peak of 53% during 10 a.m. and 1

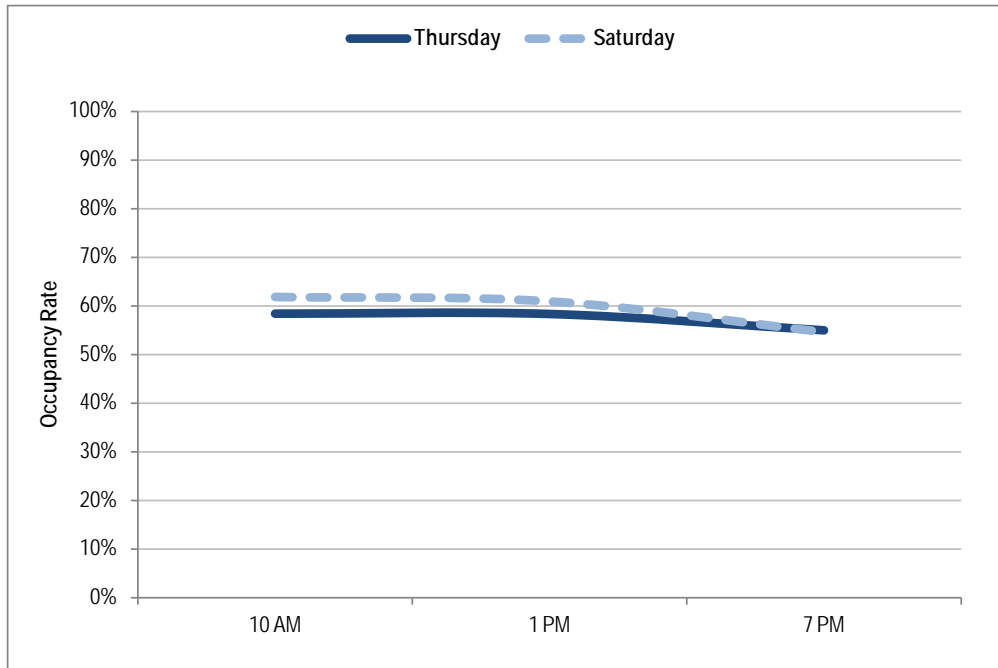
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<sup>1</sup> Percentages reported and charts shown in this section do not include the occupancy data for the block north of Avocado or the Corona del Mar Plaza.

p.m., and then declines to 40% at 7 p.m. The decline in off-street parking in the evening on both days may be representative of fewer people using parking for errands at businesses such as banks and retailers later in the evening.

The occupancy rate by day of on-street parking is shown in Figure 8. Both days exhibit occupancy rates between 60% and 70%, below the target occupancy rate of 85%.<sup>2</sup> Off-street parking by day, shown in Figure 9, is almost identical on Thursday and Saturday, between 53% and 54% at 10 a.m. and 1 p.m., and dropping off to between 40% and 41% at 7 p.m., well below the target occupancy rate of 90%.

Figure 5      Occupancy Rates, Overall Study Area



<sup>2</sup> Target occupancy rates of 85% and 90% are effective industry-standards for analyzing the demand for on- and off-street spaces, respectively. In other words, maintaining 15% and 10% vacancy rates for corresponding on- and off-street stalls help to ensure an “effective parking supply.” It is at these standard occupancy levels that roughly one space per block is available, making searching or “cruising” for parking unnecessary, and off-street lots maintain adequate maneuverability. Utilization rates much below these targets indicate a diminished economic return on investment in parking facilities.

Figure 6      Occupancy by Facility Type, Thursday

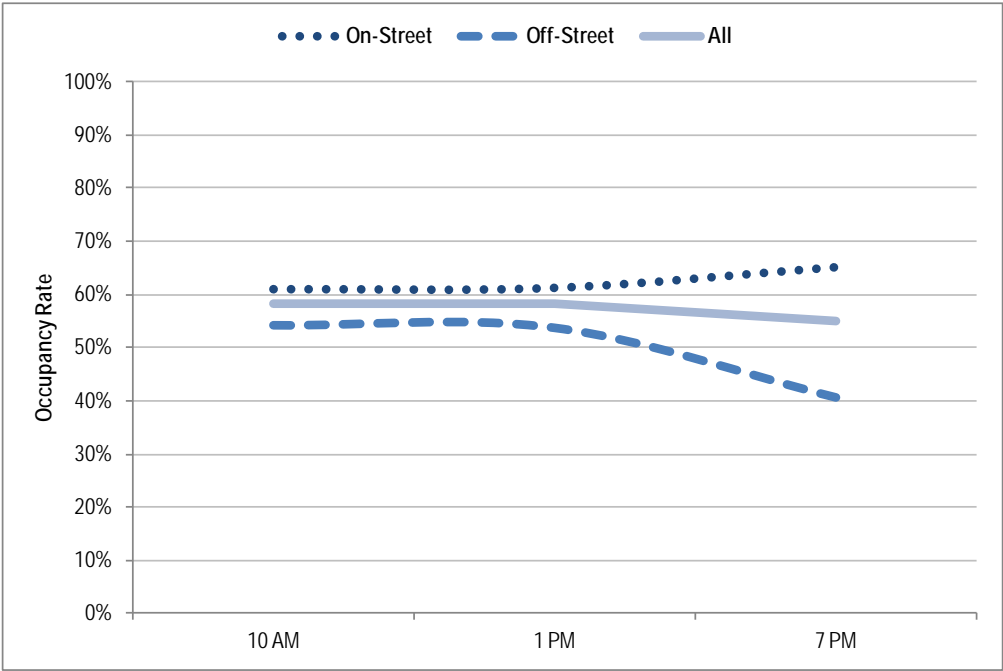
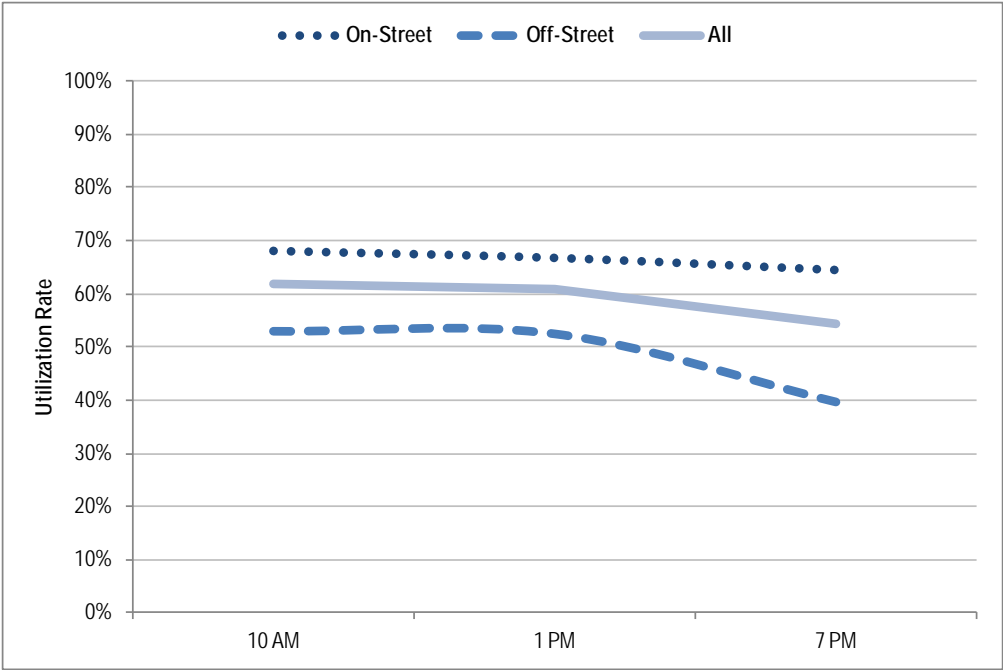


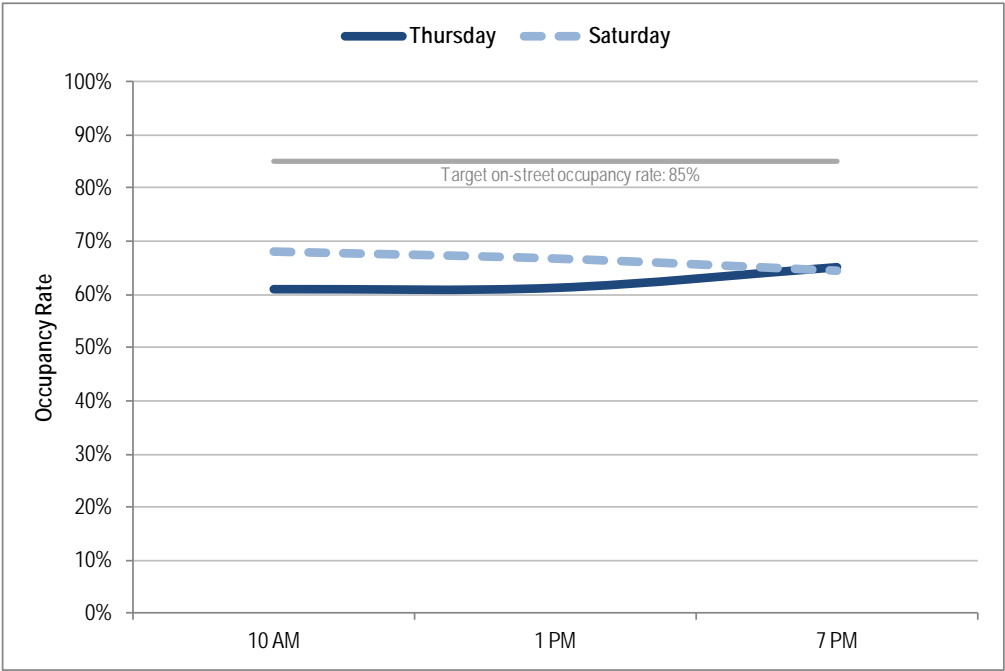
Figure 7      Occupancy Rate by Facility Type, Saturday



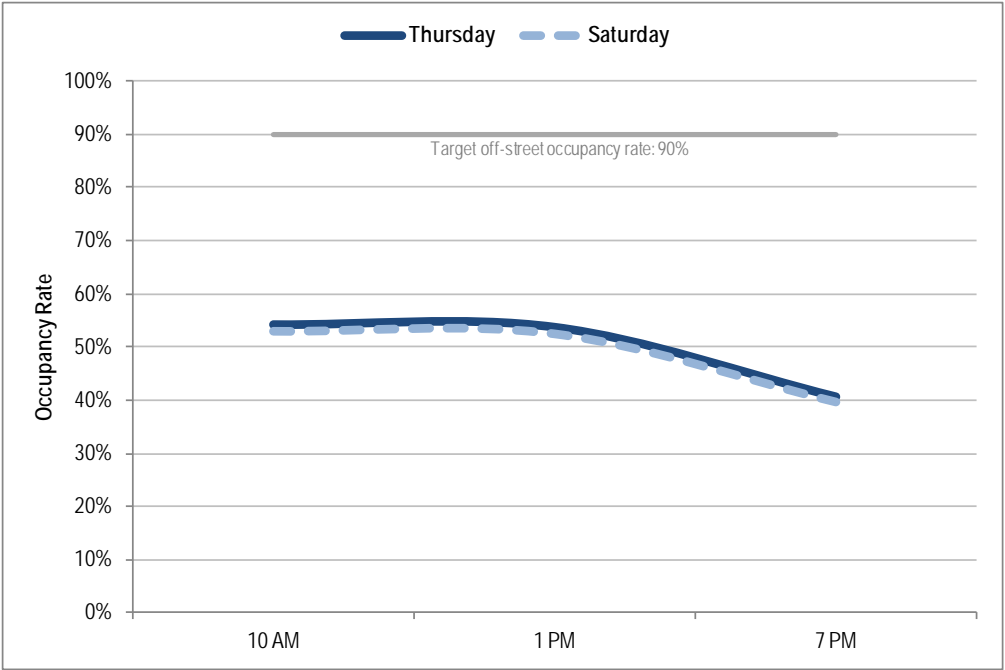


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**Figure 8** On-street Utilization by Day



**Figure 9** Off-street Utilization by Day



Peak hour parking occupancy on Thursday and Saturday was at 10 a.m. with 58% and 62% of spaces occupied, respectively. Figure 10 and Figure 11 show the distribution of parking demand within the study area for both on-street block faces and off-street lots. During Thursday's peak-hour, less than one-quarter of block faces exhibited occupancy rates at or above the target rate of 85%. None of the off-street lots exhibited occupancy rates at or above the 90% target rate and only four exhibited occupancy rates of 75% or more. During Saturday's peak-hour, 29% of the block faces had utilization rates of 85% or more. Two off-street blocks exhibited occupancy rates of 90% or more.

It is important to note that in most cases, the off-street blocks contain multiple parking lots. For the purpose of this analysis, the off-street occupancy of each block was determined based on the total off-street supply within each block. As a result, blocks that were found to not have 90% or greater occupancy as a whole may indeed contain individual lots that were 90% full. Of the 87 individual lots, 10% were at least 90% full on Thursday at 10 a.m. and 17% were at least 90% full on Saturday at 10 a.m. Maps of occupancy at 1 p.m. and 7 p.m. on both Thursday and Saturday can be found in Appendix A.

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Figure 10 Peak Hour Occupancy, Thursday 10 AM



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Figure 11 Peak Hour Occupancy, Saturday 10 AM

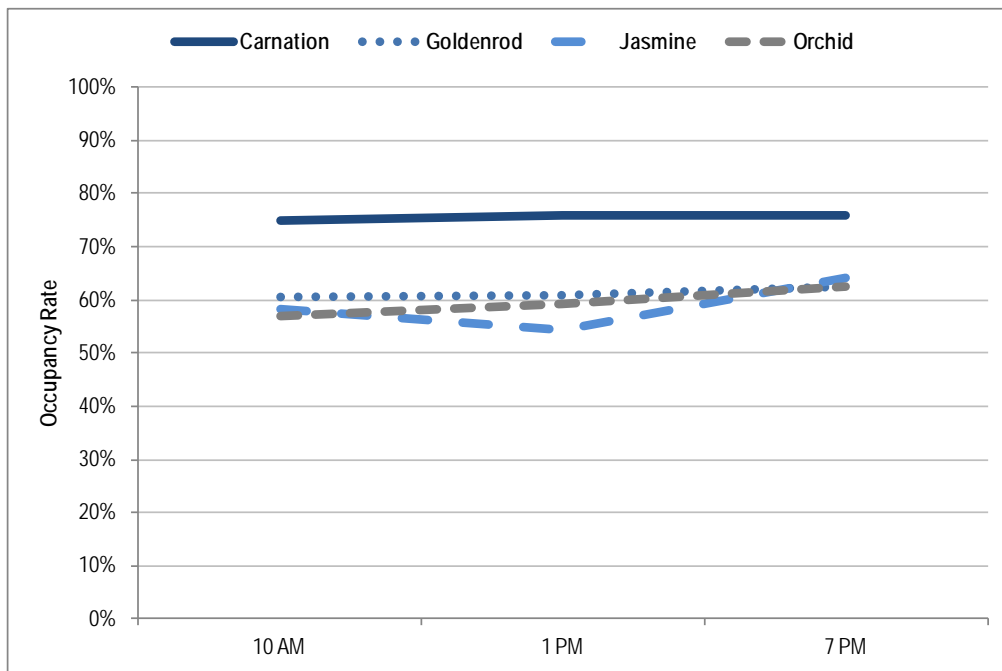


## Occupancy by Zone

On-street occupancy by zone is shown in Figure 12 and Figure 13 for Thursday and Saturday, respectively. The four zones exhibit fairly similar occupancy rates on both Thursday and Saturday with the exception of Carnation on Thursday, which is consistently has 10% to 15% points more parking demand than the other zones. The Carnation zone is home to some of the more popular restaurants in the Corona del Mar area, which likely contributes to the higher parking demand in that zone, especially for proximate on-street spaces.

Off-street occupancy by zone is shown in Figure 14 and Figure 15 for Thursday and Saturday, respectively. Compared to on-street parking, there is much more variation by zone and throughout the day for off-street parking. With the exception of Jasmine on Thursday, all zones have their lowest occupancy of the day at 7 p.m. The Jasmine zone likely has high off-street parking demand on Saturday because of the presence of Albertsons and other retail uses which experience their highest demand on the weekends.

Figure 12 On-street Occupancy by Zone, Thursday



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Figure 13 On-street Occupancy by Zone, Saturday

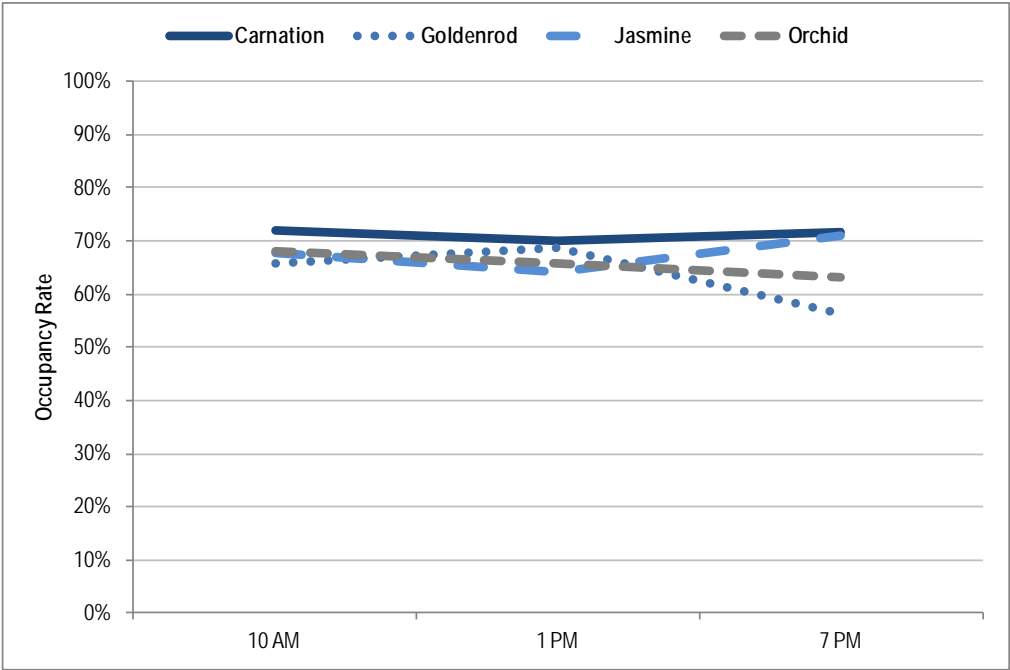
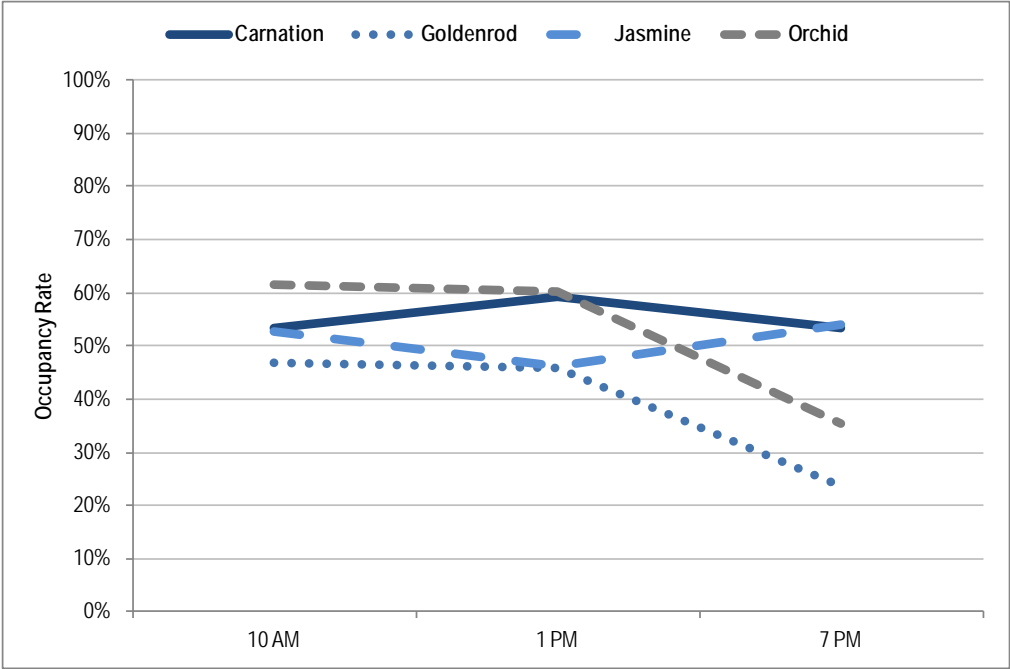
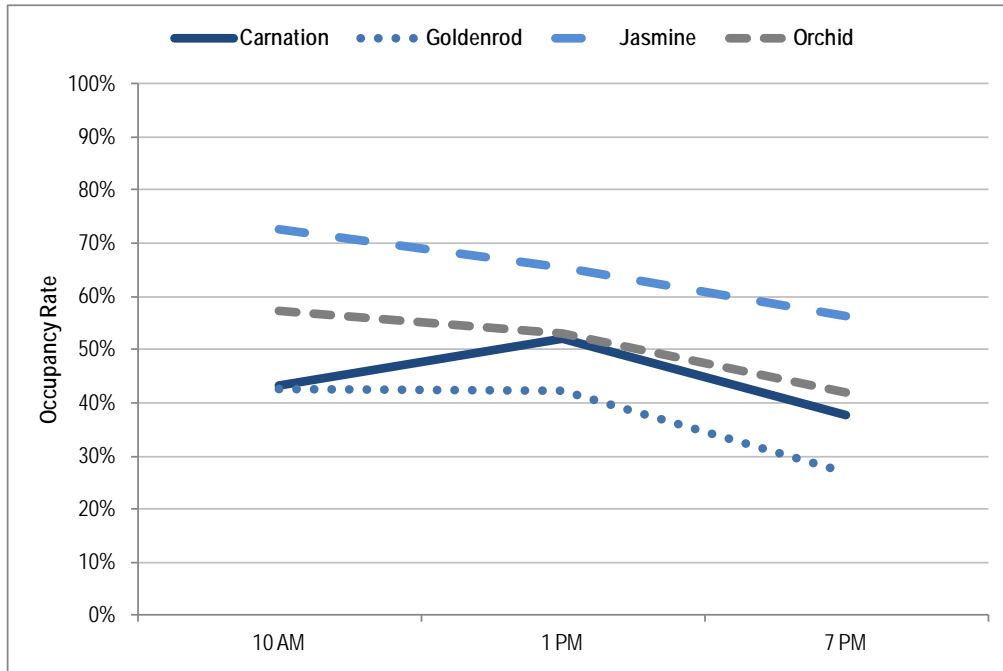


Figure 14 Off-street Occupancy by Zone, Thursday



**Figure 15** Off-street Occupancy by Zone, Saturday



## PARKING TURNOVER

Walker Parking Consultants also conducted a limited license plate inventory in the four block area bounded by Avocado Avenue, Highway 1, Dahlia Avenue, and 4<sup>th</sup> Avenue. Over the course of the 10 hour (9 a.m. to 7 p.m.) study period, 411 unique vehicles were observed parked in the 112 on-street parking spaces, indicating a turnover ratio of 3.67 vehicles per space (i.e. almost four different vehicles occupied each space over the course of the day) . During the study approximately 21% of the observed vehicles were parked for five hours or more, causing variation of turnover rates within the study area as well. Of the 112 spaces, 33 (29%) are one-hour time limit spaces on Highway 1, and thus should have turned over every hour.

**Figure 16** Length of Stay

Hours Parked	Vehicles	% Share
1	182	44%
2	67	16%
3	41	10%
4	34	8%
5+	87	21%
<b>Total</b>	<b>411</b>	<b>100%</b>

## REVIEW OF EXISTING PARKING CODE

### Minimum Parking Requirements

Chapter 20, Part 3<sup>3</sup> of the Newport Beach Municipal Code describes the site planning and development standards for each land use type. Of particular importance are the off-street parking requirements and the minimum number of parking spaces that each land use must provide. For non-residential uses, minimum parking requirements are predominantly based on building square footage, but some are based on occupancy. Minimum parking requirements for some of the non-residential land uses found within the study area are shown in Figure 17. Retail sales, financial institutions, and offices all are required to have one space per 250 square feet while restaurants and bars require more parking per square foot.

Figure 17 Minimum Parking Requirements for Primary Commercial Land Uses

Land Use	Minimum Requirement
Retail Sales	1 per 250 sq. ft.
Food Service	1 per 30—50 sq. ft. of net public area, including outdoor dining areas, but excluding the first 25% or 1,000 sq. ft. of outdoor dining area, whichever is less.
Bars, Lounges, and Nightclubs	1 per each 4 persons based on allowed occupancy load
Financial institution and related service	1 per 250 sq. ft.
Offices—Business, Corporate, General, Governmental (non-medical)	1 per 250 sq. ft. net floor area (only applies to first 50,000 sq. feet and then changes)

### Off-Site Parking

Chapter 20.40.100 of the Newport Beach Municipal Code describes the requirements for off-site parking, which must be located a convenient distance (not defined) to the use it is intended to serve, may not be on-street parking, may not create traffic hazards or impacts, and must be permanently available and marked for the use it is intended to serve. A formal record of the parking agreement must be filed with the City.

Off-street parking requirements may be reduced (discussed in Chapter 20.40.110) through a conditional use permit that proves that parking demand will be less than the required number of spaces or that other parking, such as a City parking lot, is available nearby. Alternatively, a conditional use permit may include provisions for joint use of parking facilities for multiple adjacent businesses have distinct and differing peak parking demands.

### Change of Use

In instances where a non-residential structure does not provide the required number of parking spaces, a change of use to a new and permitted use may take place without providing additional parking, as long as the building and lot area do not increase and the new use requires no more than one space per 250 square feet of building area. If the new use requires additional parking or

<sup>3</sup> <http://www.codepublishing.com/CA/NewportBeach/?NewportBeach20/NewportBeach20.html>



the structure is enlarged by a maximum of 10% of its area, additional parking or a conditional use permit is required in order to comply with the Zoning Code.

### **Parking In-lieu Fee**

A voluntary in-lieu parking fee program allows proposed projects or uses to pay a designated fee rather than provide an on-site parking space. The City of Newport Beach has had a parking in-lieu fee for commercial uses since 1972. The fee was initially set at \$250 per space per year, but was subsequently reduced to \$150 per space per year. In response to concerns about the in-lieu fee program and its ability to fund new parking facilities, the City Council imposed a moratorium on the use of parking in-lieu fees and no new uses have been allowed to take advantage of the program since 1989, however Chapter 20.40.130 of the Municipal Code still allows for the existence of an In-Lieu Parking Fee if the City Council establishes one by resolution. Those uses previously in the in-lieu parking program have continued to pay the fee on an annual basis.

## **ADDITIONAL PARKING CONSIDERATIONS**

### **The California Coastal Commission and Parking Management**

The coastal zone overlaps with the study area from the west side of Highway 1 toward the ocean. The parts of the study area that fall within the coastal zone are regulated by the California Coastal Commission. In particular, the Coastal Commission is concerned about parking policies that may restrict access to coastal areas by restricting parking availability. It will be important to solicit feedback from the Coastal Commission regarding parking management revisions in the coastal zone. The following summarizes the some key aspects of the Coastal Commission's approach to evaluating parking management, especially in regards to residential permit programs.

- Preservation of "24-hour" *public* access is the Commission's primary concern.
- The Commission strives to achieve regulatory "balance," but errs on the side of public access.
- Local jurisdictions can use policy to regulate parking, but cannot give *exclusive* access to residents.
- In order to prevent *exclusive* residential access, local jurisdictions must "replace" all public on-street parking that is "lost" to an RPP.
- The Commission typically views RPPs as "pilot" efforts to be reevaluated in the future.
- Nuisance issues fall under the purview of local law enforcement and are not to be regulated by residential permits.

### **Bike Parking**

Bicycle parking data was not collected as part of this study. However, observations by consultant staff indicate that existing bike parking is limited along the Highway 1 corridor and at major trip generators. In addition, existing bike parking is exclusively short-term bike racks and no secure lockers are available.

The City Code does provide some guidance on bike parking requirements. In order to implement the requirements of the Orange County Congestion Management Program, Chapter 20.44.050 stipulates that all new non-residential projects, non-residential portions of mixed-use projects, and employment centers that are estimated to employ 250 or more persons must provide at least

two bike racks/lockers per 100 employees. Racks/Lockers may be located in a required parking space.

## Carpool Parking

Also as part of implementing the Orange County Congestion Management Program, Chapter 20.44.050 requires that new non-residential projects reserve a minimum of 5% of provided parking for carpools. Carpool spaces, which can only be used by carpool vehicles, must be located near the employee entrance or at other preferential locations. If the number of carpool vehicles exceeds the number of reserved spaces, additional spaces must be designated for each new carpool that forms.

## SUMMARY OF KEY FINDINGS

### **Key Finding #1: Corona del Mar has a large supply of parking, the majority of which is located in publicly-accessible on-street spaces.**

A total of 3,465 parking spaces exist in Corona del Mar (excluding the Plaza), 2,033 of which (59%) are located in on-street spaces. These spaces, along with publicly-available stalls in some off-street lots, allow a high level of efficiency with potentially multiple users accessing a single space over the course of a day. However, of these spaces, it is estimated that 279 have one-hour time limits with the great majority of the rest being free and unregulated. This blend of regulations may be causing some motorists to avoid the one-hour time limited spaces on Highway 1 and instead park on unregulated neighborhood streets.

### **Key Finding #2: Corona del Mar's parking supply is generally underutilized, even at peak hour.**

The analysis of occupancy for the whole study area showed that on both days, occupancy peaked at roughly 60% with *over 1,300 spaces vacant*. When analyzed by zone, the busiest zone, Carnation, narrowly exceeded 75% occupancy for on-street parking. At peak time, less than one-third of block faces reached 85% capacity and less than 20% of individual off street lots ever reached 90% capacity. When compared by time of day, off-street occupancy declines in the evening while on-street occupancy remains constant or even increases.

### **Key Finding #3: While the parking supply is underutilized, various “hot-spots” of demand exist.**

Various “pockets” of high demand exist in Corona del Mar, even during non-peak hours. In particular, on-street spaces experienced higher occupancy rates during all hours with daily average rates ranging from 26% to 37% higher. Individual off-street lots, such as those behind Rite Aid, also face high occupancies. Other specific on-street blocks and off-street lots that experience high parking demand include:

- The northern section of the study area shows high demand between Dahlia and Avocado Avenue on both Thursday and Saturday
- On-street parking between Iris Avenue and Larkspur Avenue (on Saturdays in particular)

The uneven distribution of parking occupancy shown by the data, combined with low overall occupancy and pockets of high occupancy, indicates that ***there is not a parking supply shortage, but rather a need for better parking management.***

**Key Finding #4: Current pricing of public off-street facilities and free on-street parking, encourage excessive “cruising” for available on-street spaces, and cause parking spillover into surrounding residential streets.**

Currently, the only priced parking in Corona del Mar is located public off-street lots. The remaining parking supply, whether on- or off-street, is either time limited, unregulated, or limited to customer or tenants only. As such, there is a strong incentive for visitors to the area to avoid the public lots and seek out free on-street spaces. This may be causing excessive “cruising” for available spaces and creates parking spillover into Corona del Mar’s residential areas.

**Key Finding #5: The City’s Code does not encourage an efficient use of Corona del Mar’s parking supply.**

The City Code requires a Change of Use Permit which may be restricting potential sharing of parking facilities. Revision of the City Code may be necessary in order to allow for more flexible use of the parking supply; additional analysis following this memo will also determine if the amount of parking required is sufficient or excessive. Additionally, bike parking is limited in Corona del Mar and a comprehensive strategy should be developed to make biking more convenient and accessible in the community. It should be noted that any parking management strategy should be compliant with the California Coastal Commission, which has jurisdiction over a portion of the study area.

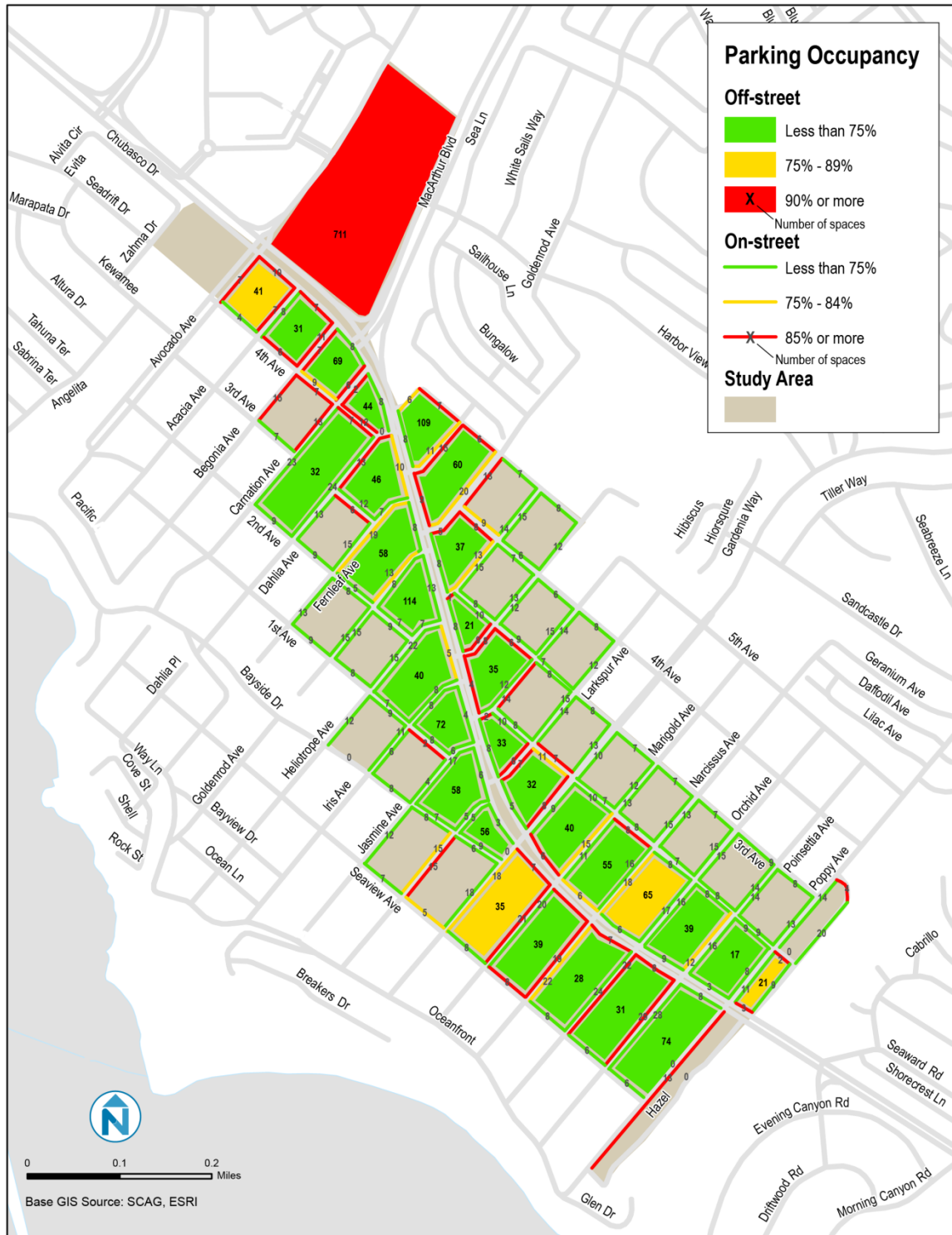
# **APPENDIX A**

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## Occupancy Maps

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**Figure A-1     Parking Occupancy, Thursday 1 PM**



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**Figure A-2     Parking Occupancy, Thursday 7 PM**





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**Figure A-3     Parking Occupancy, Saturday 1 PM**



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**Figure A-4     Parking Occupancy, Saturday 7 PM**

